

Provincial cigarette and fine-cut sales per smoker

Tobacco manufacturers are required to report to Health Canada the number of each brand of cigarettes and the number of kilograms of fine-cut tobacco they sell in each province each month.* Aggregate sales data is made available on an annual basis, either displayed on Health Canada’s web-site or provided less formally to researchers.

This information, together with national estimates of the number of smokers in each province,† provides a comparison of the legal reported sales of cigarettes in each province per smoker and the number of smokers. Large differences in these estimates could suggest:

- changing patterns of nicotine use (fewer cigarettes per smoker could be related to the use of vaping products by some smokers)
- under- or over-estimates of smoking behaviours (possibly resulting from changes in survey methods, such as those for the Canadian Community Health Survey).
- changes in purchasing behaviour (such as an increase or decrease in purchases of unreported cigarettes, including illicit supply and duty-free purchases related to travel).
- incomplete reporting by manufacturers

Annual changes in the number of reported smokers in Canada and the reported sales of cigarettes and fine-cut equivalents.

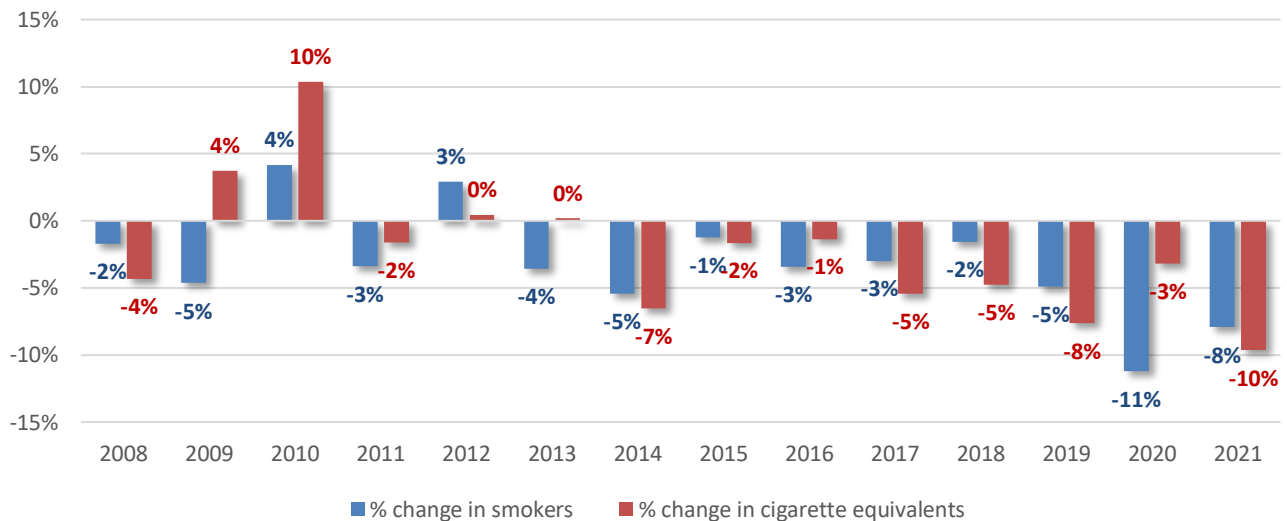


Table 1 and Figure 1: Number of current (daily and occasional) smokers Canadian Community Health Survey, 2003 – 2021

Year	Canada	NFLD & Lab	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
2003	6,085,000	111,000	28,000	187,000	161,000	1,647,000	2,271,000	207,000	191,000	595,000	659,000
2005	5,875,000	104,000	26,000	180,000	144,000	1,577,000	2,187,000	191,000	188,000	611,000	639,000
2007	6,112,000	112,000	26,000	194,000	149,000	1,651,000	2,242,000	212,000	204,000	629,000	662,000
2008	6,009,000	109,000	25,000	188,000	150,000	1,542,000	2,172,000	230,000	202,000	660,000	701,000
2009	5,730,000	103,000	25,000	187,000	142,000	1,500,000	2,056,000	198,000	176,000	695,000	618,000
2010	5,967,000	102,000	29,000	187,000	143,000	1,571,000	2,161,000	184,000	188,000	698,000	672,000
2011	5,765,000	91,000	26,000	176,000	140,000	1,428,000	2,182,000	199,000	198,000	676,000	618,000
2012	5,933,000	115,000	27,000	191,000	152,000	1,626,000	2,162,000	201,000	169,000	689,000	569,000
2013	5,723,000	89,000	24,000	171,000	139,000	1,477,000	2,085,000	195,000	196,000	668,000	645,000
2014	5,411,000	99,000	25,000	178,000	134,000	1,371,000	2,009,000	165,000	182,000	648,000	564,000
2015	5,344,100	111,500	18,600	153,200	111,500	1,312,600	2,053,100	199,400	194,500	640,600	549,100
2016	5,160,800	86,500	19,300	158,900	122,200	1,284,700	1,906,600	187,600	163,800	643,500	587,700
2017	5,006,100	107,500	21,400	144,400	91,100	1,306,700	1,856,500	165,400	183,000	590,400	539,700
2018	4,926,800	83,600	22,500	147,700	94,300	1,257,600	1,867,600	186,500	184,800	583,000	499,200
2019	4,684,400	88,600	21,800	152,100	106,100	1,235,000	1,728,300	159,900	154,500	568,400	469,600
2020	4,159,800	87,400	16,600	111,200	88,100	1,105,200	1,472,400	168,500	148,400	517,400	444,800
2021	3,830,200	61,800	19,800	114,800	83,100	974,800	1,479,100	121,200	117,500	426,400	431,900

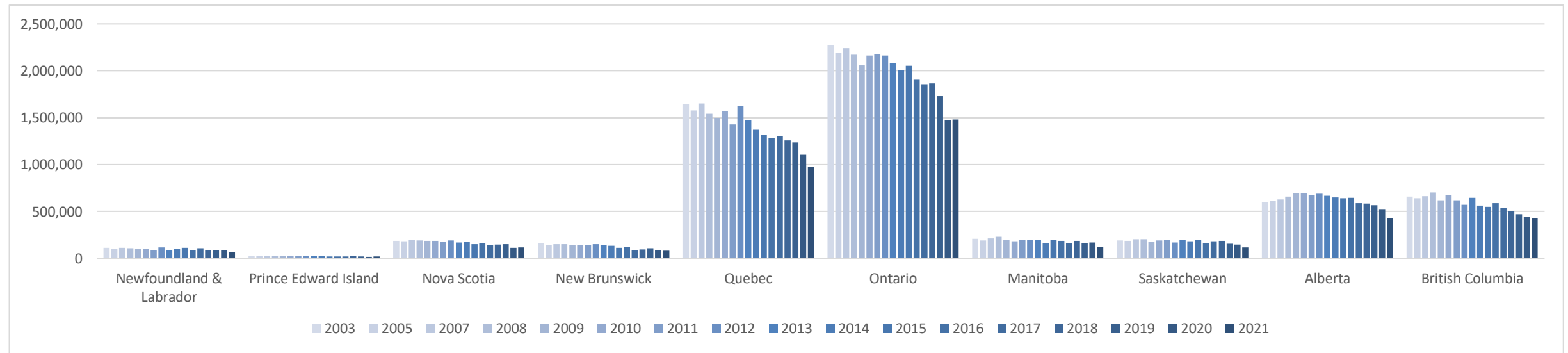


Table 2a: Number of manufactured cigarettes reported sold (Health Canada Reports)

Year	Canada	NFLD & Lab	Nova Scotia	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	PEI and Territories
2001	42,087,329,210	427,879,400	1,346,776,400	10,180,595,425	17,598,138,995	1,301,011,000	1,190,410,275	4,745,249,975	4,057,169,760	222,468,750
2002	37,627,491,460	384,712,485	1,191,664,820	8,565,926,517	16,372,785,308	1,146,699,045	1,042,594,110	4,044,044,405	3,795,268,155	199,749,765
2003	35,634,281,159	354,939,421	1,038,096,815	8,249,668,825	15,795,140,720	1,084,610,995	1,036,957,265	3,847,954,020	3,522,864,010	172,634,420
2004	34,289,181,086	407,128,216	1,044,085,608	7,969,737,387	14,508,332,095	1,062,011,785	1,030,252,450	4,062,084,475	3,562,728,820	183,793,455
2005	32,970,621,643	449,803,845	1,014,866,995	7,354,135,758	13,286,771,635	1,116,191,080	997,806,005	4,311,642,695	3,567,616,380	160,771,795
2006	30,217,394,914	468,728,640	946,005,005	6,435,127,476	11,387,544,924	1,098,601,505	1,023,063,805	4,546,343,270	3,538,955,180	101,729,060
2007	28,704,713,382	496,380,995	894,815,965	6,013,404,856	10,257,094,051	1,107,091,920	1,083,646,605	4,532,737,555	3,537,911,555	122,596,940
2008	27,573,569,888	537,010,620	902,372,680	5,869,091,250	9,346,911,683	1,114,324,425	1,132,169,720	4,372,352,105	3,468,952,870	136,281,535
2009	28,640,322,910	613,036,565	968,275,650	6,504,503,120	9,740,694,100	1,164,246,525	1,151,533,175	4,162,222,180	3,362,478,545	134,788,785
2010	31,653,625,884	659,716,845	988,014,155	7,620,380,333	11,214,816,305	1,203,313,815	1,161,727,620	4,314,295,315	3,396,767,631	156,286,215
2011	31,178,012,116	675,907,038	988,046,720	7,719,871,640	10,939,627,031	1,179,195,167	1,129,774,335	4,301,235,605	3,242,046,780	139,726,980
2012	31,347,437,105	692,617,630	992,169,965	7,870,830,980	11,143,878,995	1,149,938,975	1,138,477,390	4,303,815,465	3,156,286,045	129,647,610
2013	31,467,896,967	691,037,440	993,264,850	7,667,500,333	11,290,403,320	1,091,066,290	1,116,974,515	4,528,237,870	3,149,433,724	127,224,650
2014	29,467,902,653	659,079,480	954,240,090	7,084,334,555	10,361,513,030	1,016,992,240	1,079,757,530	4,471,425,970	2,985,439,215	115,733,510
2015	29,032,568,898	658,686,218	945,317,275	6,942,224,850	10,380,708,260	984,513,780	1,090,162,900	4,208,826,985	2,969,212,830	99,192,310
2016	28,642,383,251	644,154,940	948,678,715	6,897,151,731	10,307,189,350	968,172,345	1,103,045,015	3,944,869,925	3,027,433,055	96,885,330
2017	27,110,716,886	600,922,320	893,870,530	6,634,534,115	9,800,266,993	936,585,205	1,015,983,475	3,671,488,653	2,855,280,484	92,500,195
2018	25,839,224,264	573,219,801	865,177,286	6,429,527,011	9,273,012,629	886,665,214	938,463,936	3,474,329,712	2,739,927,152	89,086,938
2019	23,895,305,727	509,711,280	794,603,315	6,220,206,505	8,374,215,180	804,312,290	867,544,675	3,220,068,360	2,508,233,841	102,741,000
2020	23,126,861,524	506,500,099	799,370,935	6,263,125,930	8,109,589,980	724,363,648	859,389,755	2,823,677,945	2,375,799,094	131,539,302
2021	20,906,599,707	355,206,760	744,132,990	5,868,199,002	7,418,770,614	661,342,135	783,570,804	2,379,100,935	2,099,234,107	132,406,075

Table 2b: Number of Kilograms of Fine-cut sold (Health Canada Reports)

Year	Canada	NFLD & Lab	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	PEI and Territories
2001	2,460,552	181,447	174,317	141,990	632,305	192,635	182,559	194,964	460,549	284,550	28,659
2002	2,658,447	200,311	196,180	177,222	614,256	260,172	199,790	199,014	458,324	328,653	33,892
2003	2,677,437	204,881	204,329	173,933	584,466	294,297	206,728	200,902	448,132	333,352	38,500
2004	2,434,872	182,574	204,256	175,242	489,177	255,243	189,927	183,039	404,492	317,354	39,440
2005	1,987,479	139,700	178,779	149,060	366,219	188,372	172,740	161,698	351,442	277,864	34,204
2006	1,526,649	86,456	139,234	114,354	257,655	116,108	139,740	141,506	285,331	233,750	19,308
2007	1,259,883	60,195	111,696	89,534	209,865	92,595	117,681	123,764	240,063	204,948	18,956
2008	1,049,328	48,546	98,107	77,400	166,608	69,621	99,768	107,407	195,279	175,476	18,297
2009	1,027,322	42,229	105,860	93,328	176,396	74,767	96,284	98,522	147,732	170,136	29,032
2010	1,063,404	36,417	112,082	108,720	207,373	88,928	92,506	100,414	117,637	164,439	22,322
2011	1,005,186	30,921	111,071	101,207	199,879	78,345	94,360	89,263	107,756	164,051	21,691
2012	958,118	27,542	110,586	99,887	209,257	78,599	88,601	77,266	95,784	150,217	20,379
2013	868,045	23,412	104,386	82,933	192,548	68,829	81,063	75,552	83,845	137,358	17,890
2014	728,922	19,277	94,101	61,963	158,872	51,348	69,735	67,559	73,214	117,956	15,527
2015	643,464	14,926	86,095	52,130	140,649	45,972	60,311	62,983	62,367	105,840	12,188
2016	627,378	13,200	89,991	48,766	133,492	43,330	56,940	64,685	61,988	104,986	10,000
2017	550,348	10,685	86,233	42,000	120,184	39,523	49,784	57,719	51,310	84,758	8,153
2018	495,189	9,169	83,913	37,045	110,870	37,520	33,723	55,615	47,024	73,330	5,550
2019	416,963	8,280	73,521	30,415	89,607	28,800	22,502	51,180	43,639	60,480	5,882
2020 ³	409,000	6,920	63,895	29,407	98,816	27,935	18,810	44,826	37,886	51,141	6,401
2021	357,767	5,561	54,270	28,399	108,024	27,070	15,117	38,473	32,133	41,801	6,920

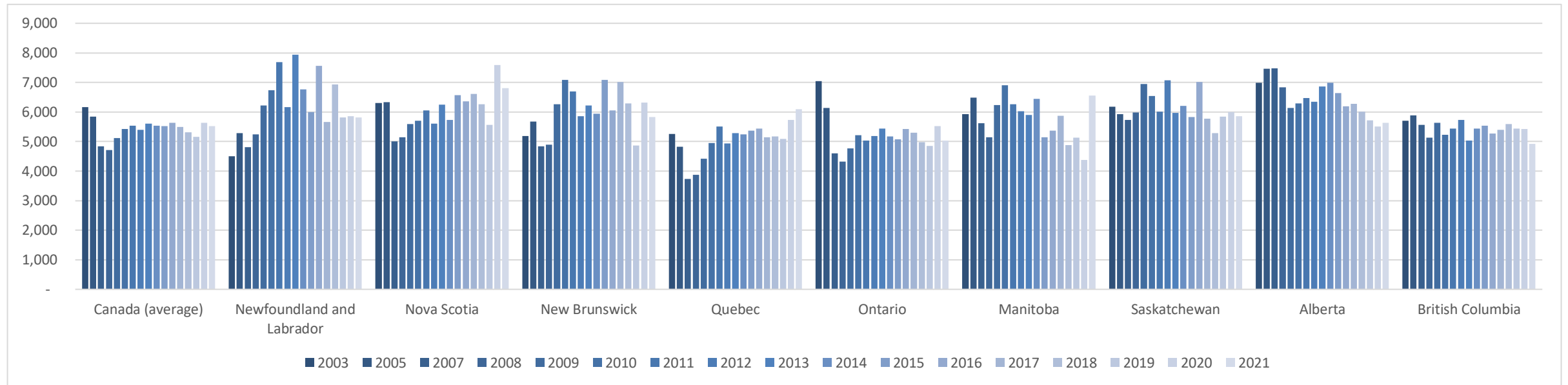
Table 3a: Number of cigarettes sold per smoker

Year	Canada	NFLD & Lab	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	PEI and Territories
2003	5,856	3,210	5,540	4,428	5,009	6,954	5,235	5,443	6,466	5,348	Not available
2005	5,612	4,339	5,633	4,953	4,663	6,075	5,851	5,321	7,057	5,580	Not available
2007	4,696	4,438	4,605	4,419	3,643	4,574	5,230	5,307	7,208	5,344	Not available
2008	4,588	4,932	4,787	4,535	3,805	4,302	4,836	5,610	6,621	4,951	Not available
2009	4,998	5,928	5,191	5,809	4,338	4,738	5,889	6,556	5,986	5,443	Not available
2010	5,305	6,481	5,284	6,552	4,852	5,189	6,548	6,170	6,177	5,056	Not available
2011	5,408	7,449	5,607	6,182	5,404	5,015	5,930	5,699	6,363	5,246	Not available
2012	5,283	6,001	5,195	5,400	4,839	5,155	5,716	6,754	6,244	5,547	Not available
2013	5,499	7,747	5,824	5,808	5,191	5,415	5,603	5,705	6,781	4,886	Not available
2014	5,446	6,631	5,362	5,613	5,166	5,157	6,149	5,943	6,902	5,298	Not available
2015	5,433	5,907	6,170	6,760	5,289	5,056	4,937	5,605	6,570	5,407	Not available
2016	5,550	7,447	5,970	5,768	5,369	5,406	5,161	6,734	6,130	5,151	Not available
2017	5,416	5,590	6,190	6,688	5,077	5,279	5,663	5,552	6,219	5,290	Not available
2018	5,245	6,857	5,858	6,016	5,113	4,965	4,754	5,078	5,960	5,489	Not available
2019	5,101	5,753	5,224	4,672	5,037	4,844	5,030	5,615	5,665	5,341	Not available
2020	5,560	5,795	7,189	6,080	5,667	5,506	4,299	5,791	5,457	5,341	Not available
2021	5,458	5,748	6,482	5,591	6,020	5,016	6,465	5,628	5,580	4,860	Not available

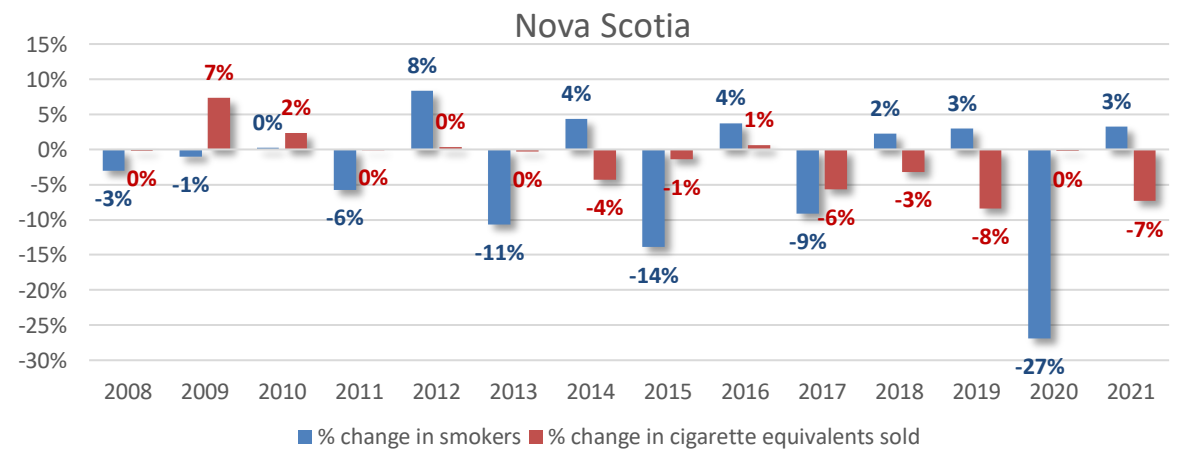
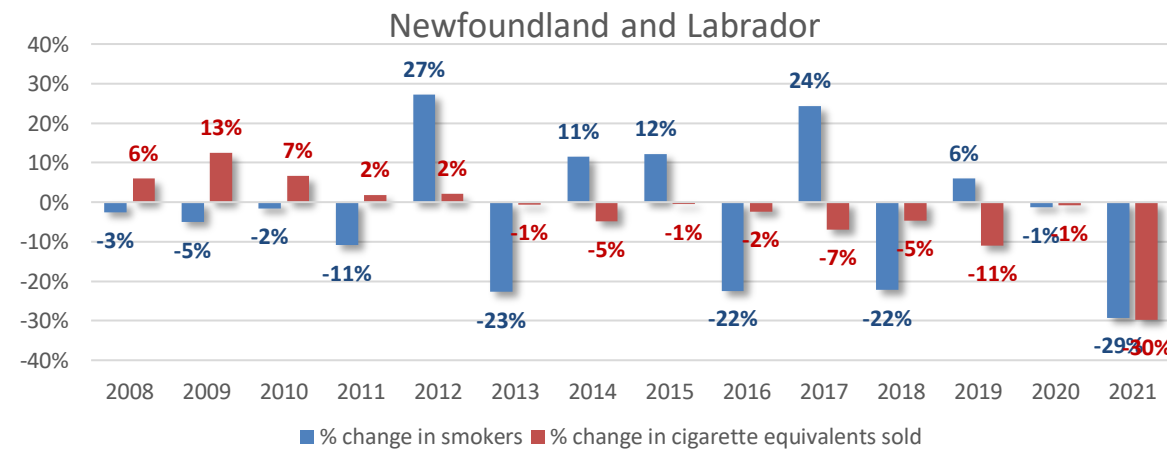
Table 3b: Number of cigarettes and fine-cut equivalents sold per smoker

Year	Canada	NFLD & Lab	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	PEI and Territories
2003	6,164	4,508	6,303	5,182	5,258	7,045	5,934	6,181	6,994	5,702	Not available
2005	5,849	5,282	6,327	5,680	4,826	6,136	6,485	5,925	7,459	5,884	Not available
2007	4,840	4,815	5,008	4,840	3,732	4,603	5,619	5,731	7,475	5,561	Not available
2008	4,711	5,244	5,152	4,896	3,881	4,325	5,139	5,982	6,828	5,126	Not available
2009	5,124	6,214	5,589	6,269	4,420	4,763	6,229	6,948	6,134	5,636	Not available
2010	5,429	6,731	5,704	7,083	4,944	5,217	6,900	6,544	6,295	5,228	Not available
2011	5,530	7,688	6,048	6,690	5,502	5,040	6,263	6,015	6,475	5,432	Not available
2012	5,397	6,168	5,600	5,860	4,930	5,180	6,025	7,075	6,341	5,732	Not available
2013	5,605	7,931	6,252	6,226	5,283	5,438	5,894	5,975	6,869	5,035	Not available
2014	5,540	6,767	5,733	5,938	5,248	5,175	6,444	6,203	6,981	5,444	Not available
2015	5,517	6,001	6,564	7,087	5,364	5,072	5,149	5,832	6,638	5,542	Not available
2016	5,635	7,554	6,367	6,047	5,441	5,422	5,373	7,011	6,198	5,276	Not available
2017	5,492	5,660	6,608	7,011	5,142	5,294	5,873	5,773	6,279	5,400	Not available
2018	5,315	6,934	6,255	6,291	5,174	4,979	4,881	5,289	6,016	5,591	Not available
2019	5,163	5,818	5,563	4,872	5,087	4,856	5,129	5,847	5,719	5,431	Not available
2020	5,628	5,851	7,591	6,314	5,730	5,520	4,377	6,002	5,509	5,422	Not available
2021	5,524	5,811	6,813	5,831	6,097	5,029	6,552	5,858	5,632	4,928	Not available

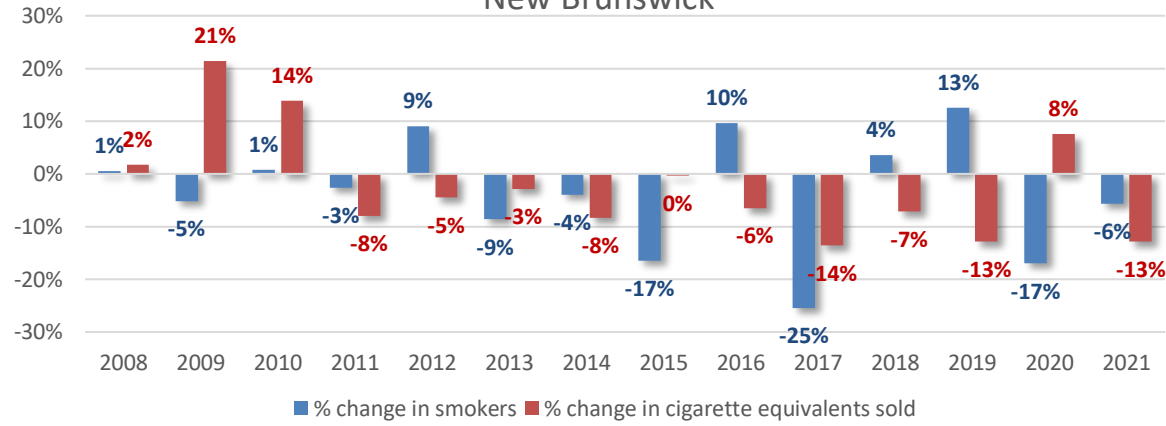
Number of cigarettes and fine-cut equivalents reported sold per smoker (per province), 2003 to 2021 (0.7g finecut = 1 cigarette)



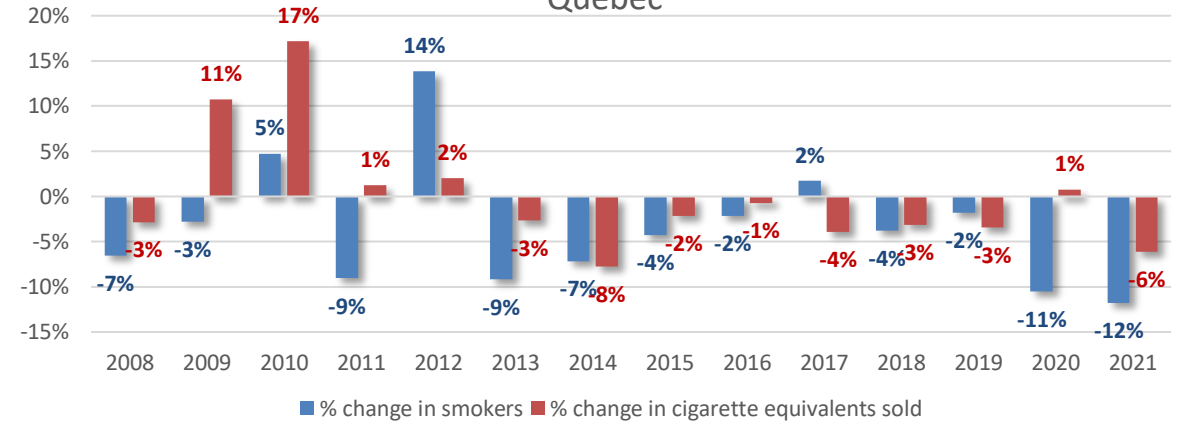
Percentage change in number of cigarettes and fine-cut equivalents reported sold and in estimated number of current smokers, per province.



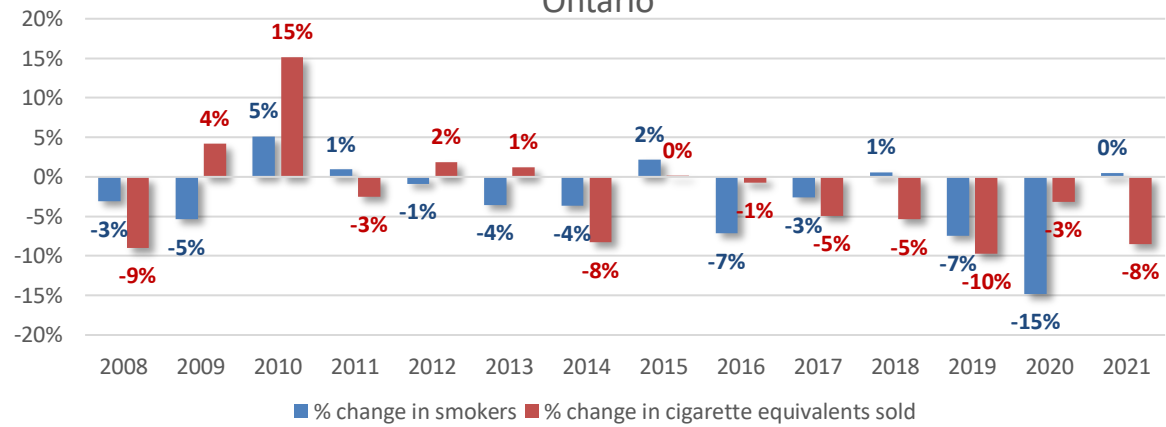
New Brunswick



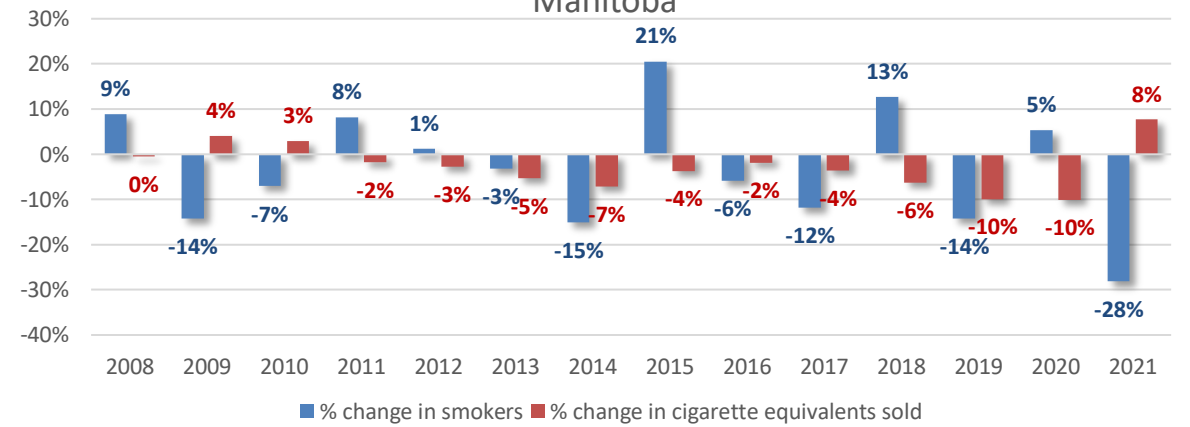
Quebec

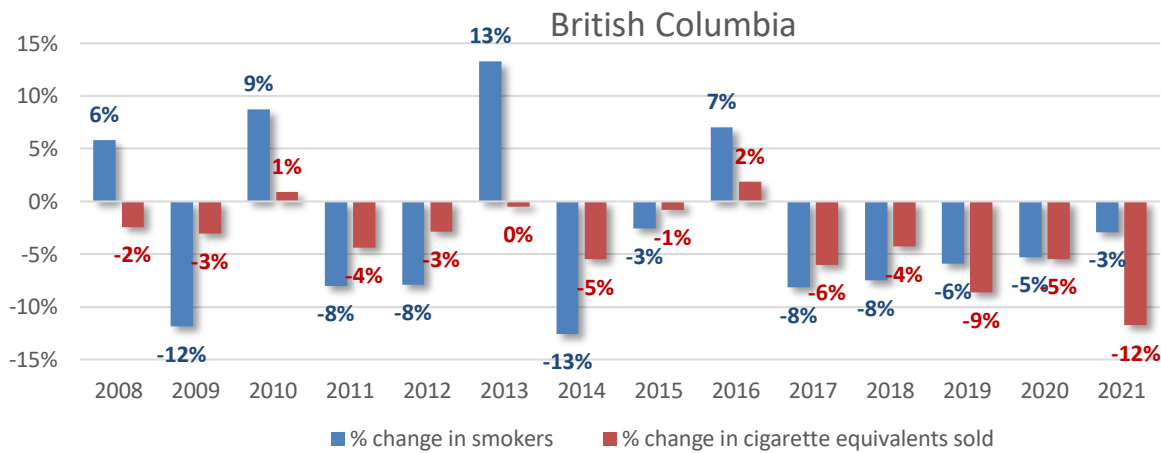
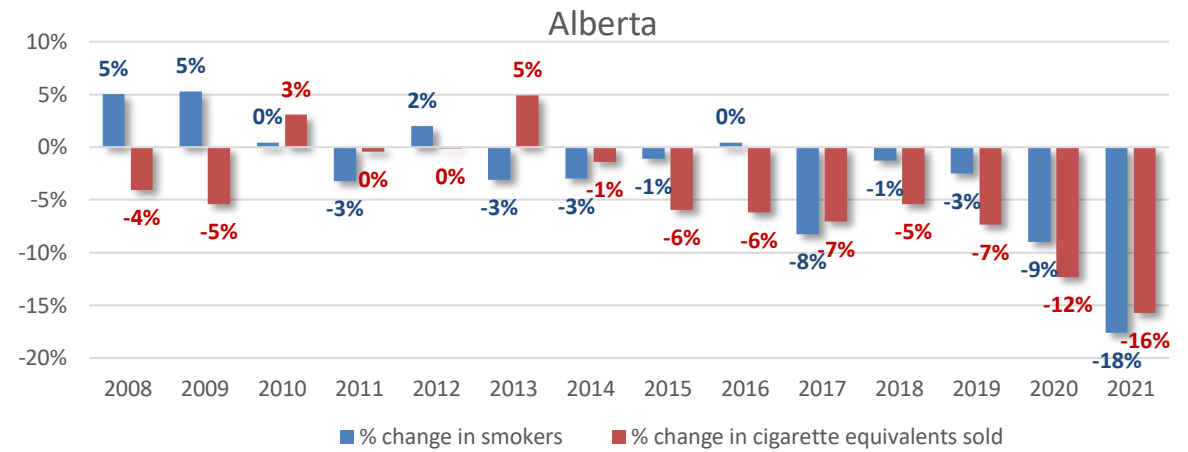
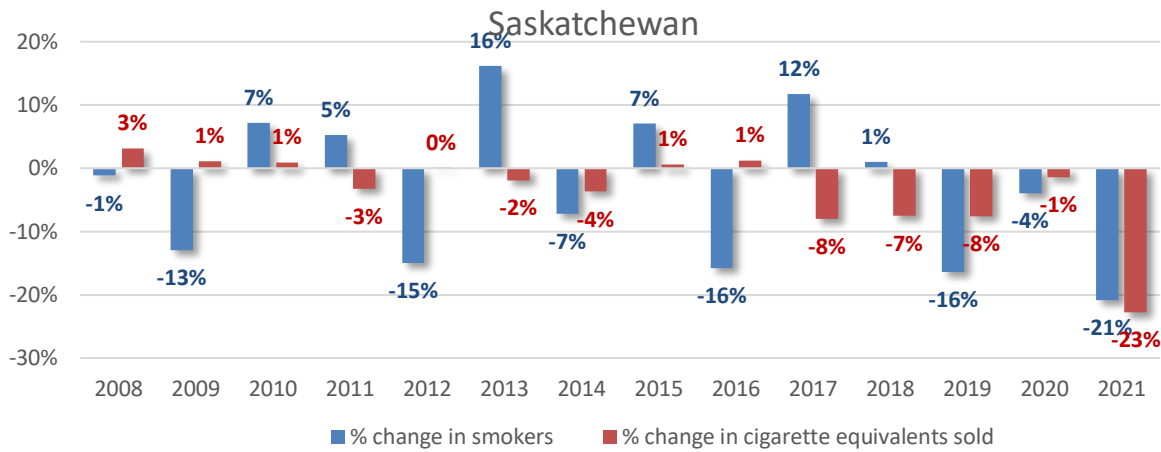


Ontario



Manitoba





ENDNOTES

* Tobacco Reporting Regulations, 2000.

† Statistics Canada, Health Characteristics, Table: 13-10-0096-01 (formerly CANSIM 105-0508. Data from Canadian Community Health Survey.

³ In the absence of reported sales, for 2020, provincial sales of fine-cut tobacco were estimated at the average difference between reported sales for 2019 and 2021.